

Message Text

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53

ACTION COME-00

INFO OCT-01 EUR-25 ISO-00 EB-11 DRC-01 RSC-01 /039 W

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P R 101139Z JUN 74

FM AMEMBASSY MADRID

TO SECSTATE WASHDC PRIORITY 9105

INFO AMCONSUL BARCELONA

AMCONSUL BILBAO

UNCLAS MADRID 3576

E.O. 11652: N/A

TAGS: BEXP, SP

SUBJECT: PROPOSED BY 76 TRADE PROMOTION EVEN SCHEDULE

REF DEPT A-4129

1. EMBASSY AND CON GEN BARCELONA ENDORSE PROPOSED PROGRAM EXCEPT FOR CATALOG SHOW. CON GEN BARCELONA DOES NOT HAVE RESOURCES HANDLE BOTH POLLUTION CONTROL TRADE MISSION, FOR WHICH IT WISHES BE INCLUDED IN ITINERARY, AND CATALOG SHOW AT HOGARHOTEL SAME MONTH. THEREFORE, RECOMMEND DELETION CATALOG SHOW AS BARCELONA PREFERS TRADE MISSION FROM STANDPOINT SALES POTENTIAL.

2. EMBASSY HAS REQUESTED MOST RECENT INFO AVAILABLE FROM MURCIA FOOD PRESERVATION AND FOOD FAIR AND HAS JUST BEEN INFORMED MURCIA FAIR OFFICIAL WILL VISIT COM SEC WEEK OF JUNE 17.

3. EMBASSY AGREES WITH TIR STUDY THAT BILBAO IS BEST SITE FOR METALWORKING EQUIPMENT PROMOTION. WOULD BE WILLING SEEK EXCEPTION FOR US EXHIBITION AT NATIONAL METALWORKING EQUIPMENT TECHNICAL FAIR TO BE HELD IN MARCH, IF COMMERCE WISHES. OTHERWISE BILBAO INTER-NATIONAL SAMPLES FAIR JUNE 1967 FIRST CHOICE WITH POSSIBLE ALTERNATIVE BARCELONA INTERNATIONAL SAMPLES FAIR HELD ANNUALLY IN JUNE WITH LARGE PAVILION DEVOTED TO METAL WORKING EQUIPMENT.

4. CONCUR WITH TRADE MISSION SCHEDULE BUT RECOMMEND AGAINST SCHEDULING ALTERNATE INDUSTRIAL AND COMMERCIAL SECURITY SYSTEMS

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MISSION FOR JAN UNLESS IT REPLACES FEB HEALTH CARE MISSION.

5. ONLY IN-STORE PROMOTION FOR FY 76 WHICH EMBASSY AWARE IS
SEARS SEPT 1975 PROMOTION FOR STORES IN MADRID AND BARCELONA.
ASSUME ISP LISTED FOR BARCELONA IN DEC IN ERROR.
AXELROD

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 10 JUN 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974MADRID03576
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740148-0260
From: MADRID
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740660/aaaabzkg.tel
Line Count: 66
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: DEPT A-4129
Review Action: RELEASED, APPROVED
Review Authority: martinjw
Review Comment: n/a
Review Content Flags:
Review Date: 18 JUL 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <18 JUL 2002 by phillir0>; APPROVED <09 JAN 2003 by martinjw>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: PROPOSED BY 76 TRADE PROMOTION EVEN SCHEDULE
TAGS: BEXP, SP
To: STATE
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005